

QUARTERLY REPORT SECOND QUARTER – 2002

April 1, 2002 through June 30, 2002

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

Growth continues to be a serious concern for Southern Nevadans. With the expansion of **housing** areas and more people moving into the area, there's concern about the availability of **water**, appropriate **transportation**, **traffic** and subsequent **congestion**. People are also concerned about the **environment** including **air pollution**. **Nuclear Waste** has been an issue throughout the years, but the subject has recently moved to the forefront with the National government's proposal of a nuclear waste dump site 90 miles outside of Las Vegas.

2. EDUCATION

Explosive **growth** in Southern Nevada makes **education** an important issue for the people of this community. The sixth largest school district in the nation is forced to handle concerns with overcrowding in existing schools and the construction of new schools. Parents and students are concerned about the quality of **teachers** and school **administration** and the role they play in education. A weekly feature called **school check** provides us the opportunity to see how specific schools and the students at that school are doing. Fears of school **safety and school violence** remain top of mind to the people of Southern Nevada with national incidents and a shortage of school staff to keep an eye on the students.

3. CRIME

Crime is always on the minds of all Southern Nevadans, and with a large number of retired residents the issue of **fraud** has become a reality for our elderly population. Also, living in a 24 hours town brings a higher element of **alcohol and drugs use**, and subsequent **DUI's**. **Safety and Law Enforcement** agencies struggle to keep up with the increasing demand for better security. After September 11th, 2001 the issue of **terrorism** is a major concern, not only at the National level but the local level as well.

4. LIFESTYLES

There are many **lifestyles** to choose from in Southern Nevada, and one of the reasons that so many find the area attractive. The **24/7 town**, with its **gambling and casinos** is another main attraction for tourists and locals. **Family and friends** play a big role in people's lifestyles, they share **health** issues and in **travel** plans.

Although we are living with new **safety restrictions** since 9/11/01, overall **patriotism** has grown and has become a general understanding for most.

5. **ECONOMICS**

Economics is considered a positive in our community. **Tourism** is the top economic industry here and has fluctuated since 9/11/01. **Job Security** is perceived as both positive and negative with our current economy, effecting us nationally and locally. The **cost of living** continues to be affordable for most people, but the rise in local **utility prices** concerns people about whether they'll be able to afford to pay their bills.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *April 15-21, 2002, May 13-19, 2002 and June 10-16, 2002.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) www.kvbc.com, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM

AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
2ND QUARTER, 2002**

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE SECOND QUARTER 2002**

April 1, 2002 through June 30, 2002

1. PEER PRESSURE

Young people are still concerned over **peer pressure**, especially pressure to try and use **alcohol or drugs**, to start **smoking**, or to have **sex** and then becoming **pregnant**. Life is stressful for young people with their concerns about international issues and trying to avoid the negative peer pressure issues they face.

2. SCHOOL

Parents, students and other residents of Nevada continue to worry about children and their **safety** in school. With the recent tragic national events happening, concerns regarding safety have broadened considerably. Viewers also express interest in seeing the **positive aspects** of school, focusing on what is right with kids, instead of just what is wrong. Despite the positive events, kids in Southern Nevada still face **student issues** including peer pressure and stress.

3. VIOLENCE

The biggest issue on the minds of our children is **fear** about **violence** here, nationally and internationally. Locally they are worried about **guns** in schools and

gangs. Children also worry about being different and the threat of **racism** and racial profiling has become a realistic worry among today's youth.

4. **ACTIVITIES**

For many children in our community the **community and parks & recreation organizations** play a big role. They offer a wide variety of **sport activities** and a safe and supportive environment for **friends and family**. Many **kids** either have a **computer** or computer games at home, and for those who don't many of the kids centers offer them in game rooms, a popular activity among kids today. Group and **church activities** are offered throughout our community, the kids especially look forward to **swimming activities** once it heats up in the valley.

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.